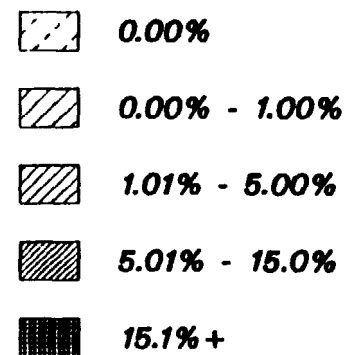


SOUTH DAKOTA VOICE MESSAGE PENETRATION RATE BY WIRE CENTER

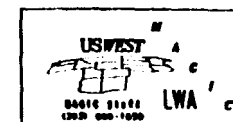
VOICE MESSAGE PENETRATION RATE



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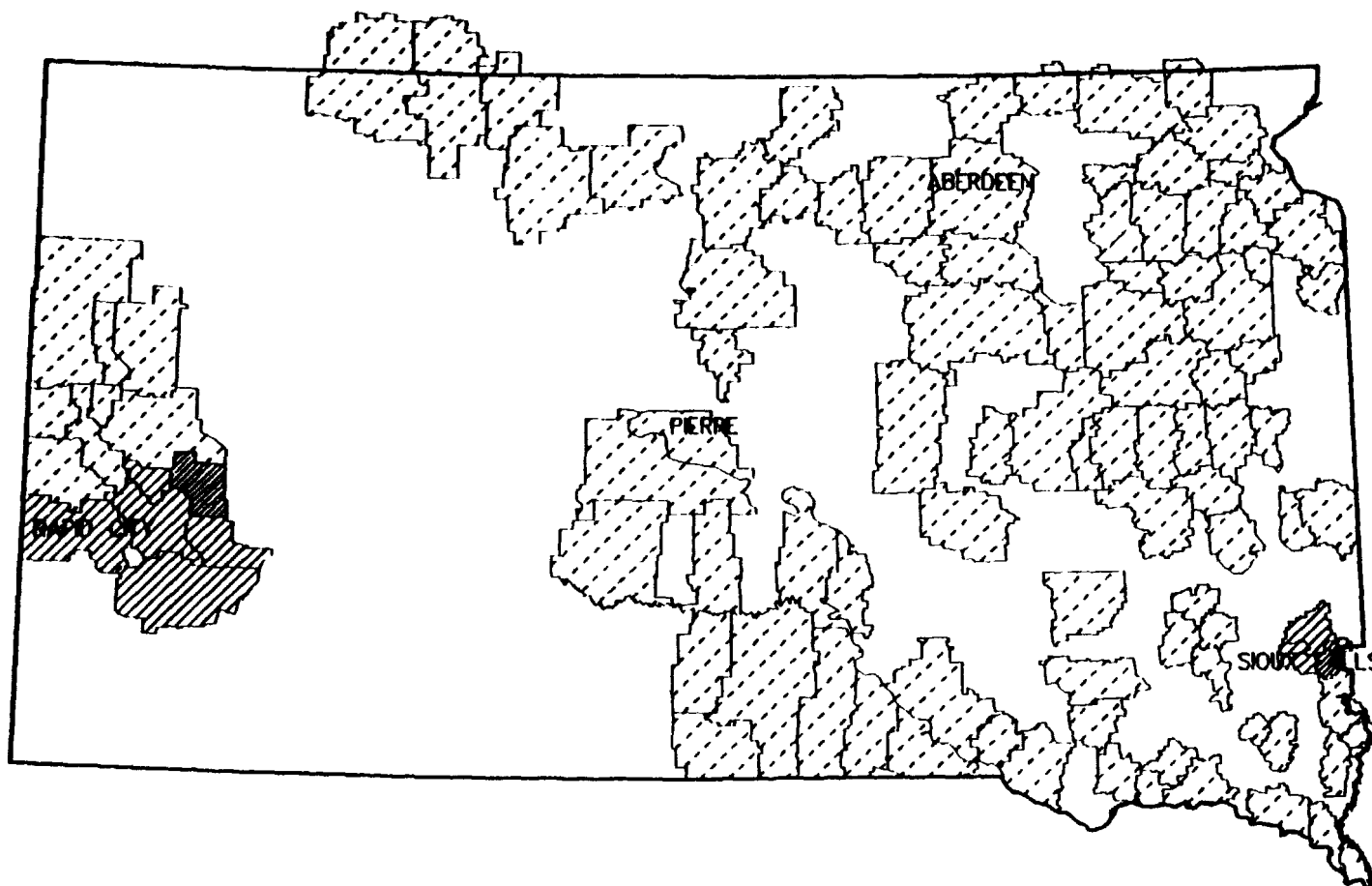
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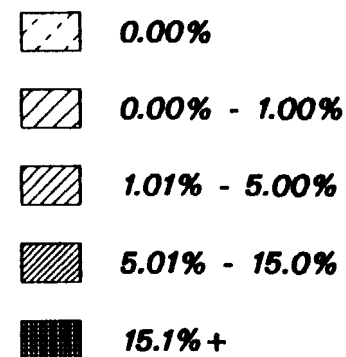
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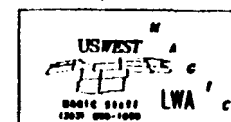


UTAH VOICE MESSAGE PENETRATION RATE BY WIRE CENTER

VOICE MESSAGE PENETRATION RATE

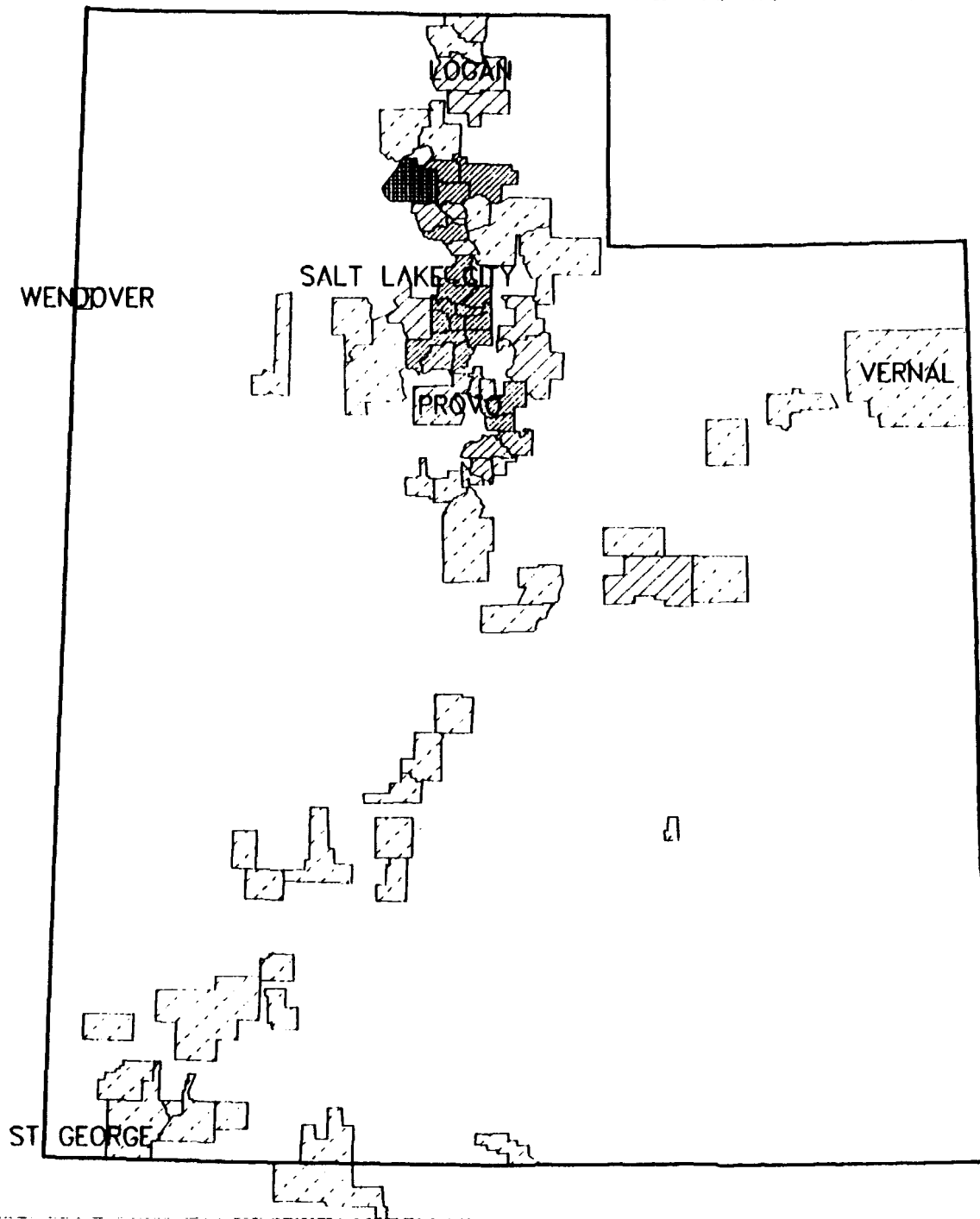


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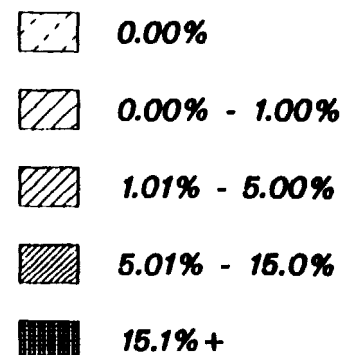
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WASHINGTON VOICE MESSAGE PENETRATION RATE BY WIRE CENTER

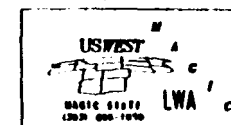
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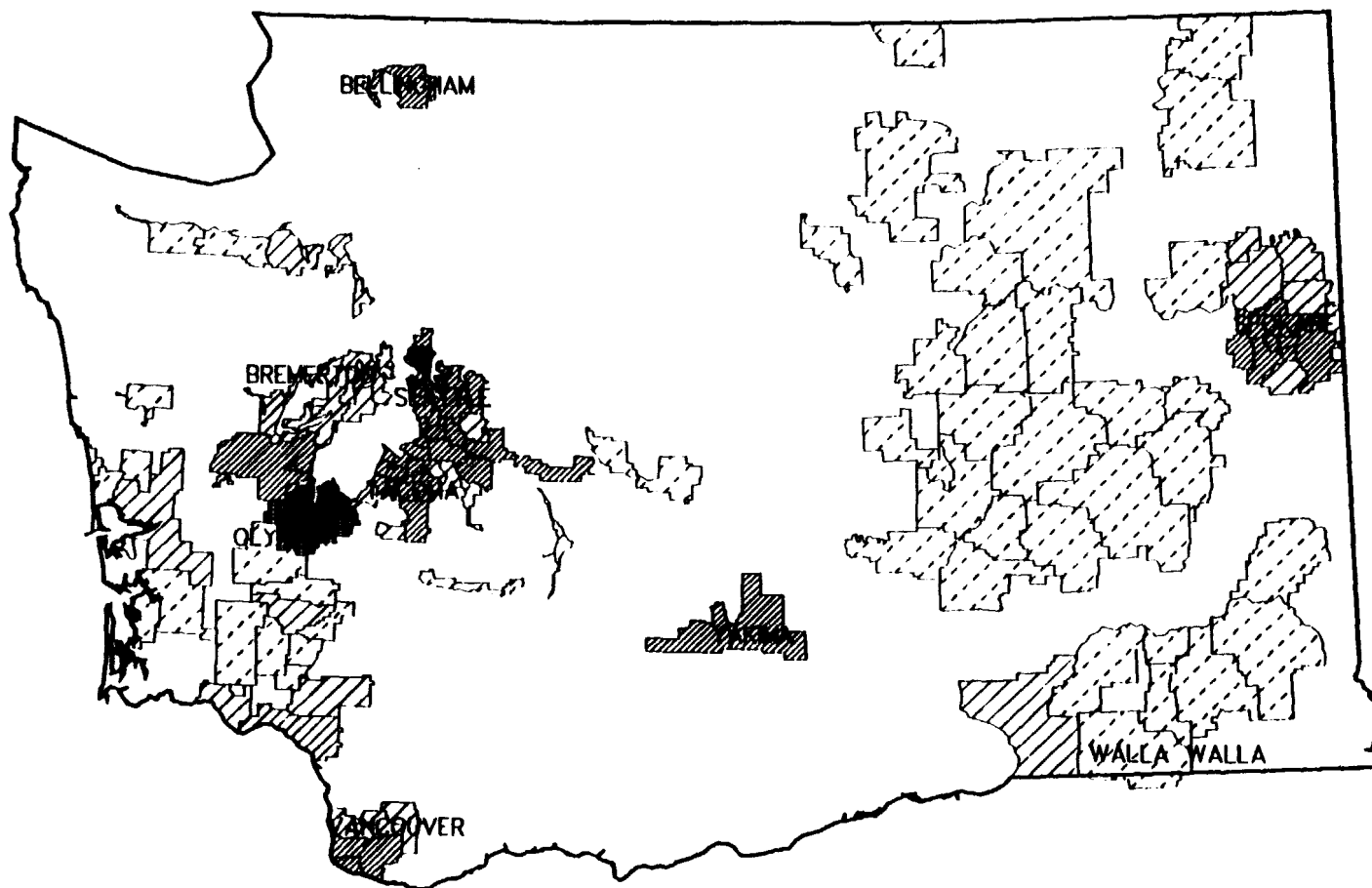
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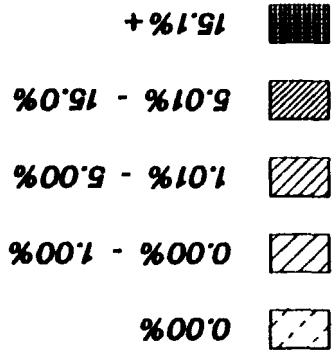
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WYOMING

VOICE MESSAGE PENETRATION RATE BY WIRE CENTER

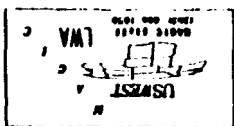
VOICE MESSAGE PENETRATION RATE



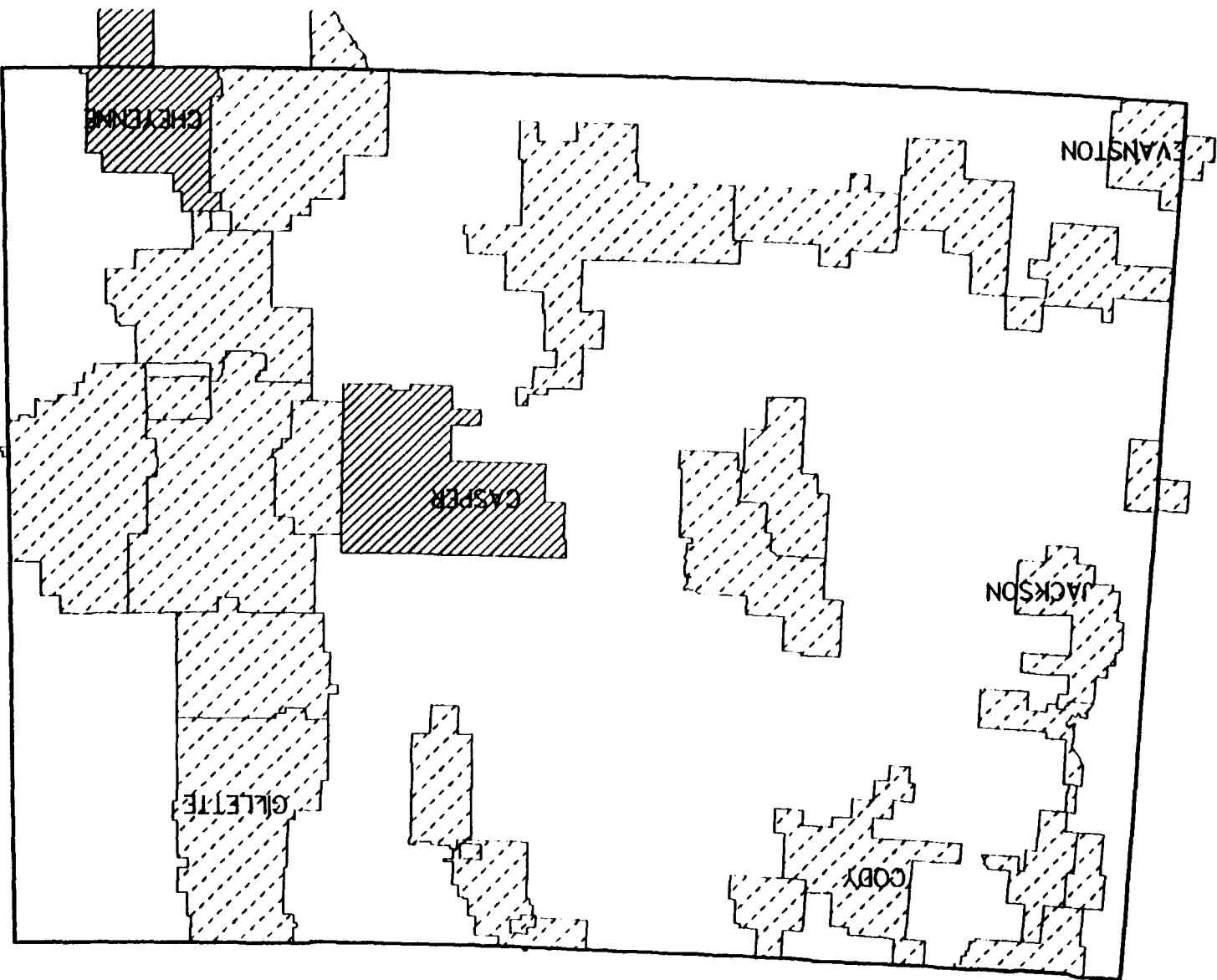
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MILES

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APPENDIX 2

VMS PTX DISCUSSION GUIDE Parents

Introduction/Background

- Purpose and protocol
- Participants background -
 - Name
 - School child attends and grade

Usage and Perceptions

- ASK PARENTS TO WRITE DOWN...
 - How many times in total have you checked/called in for a message on PTX?
 - Using the A+ to D- and F grading scale, what grade would you give PTX overall?
 - NON-VMS What grade would you give to PTX for ease of use? Promotional materials?
- REVIEW How often did you check/call in for messages on PTX?
 - On what occasions did you check/call in for messages?
 - NON-VMS What encouraged you to call in for messages?
- Has your usage of the service been consistent over time or did it change?
 - IF CHANGED How did it change and why?
- VMS How many of you subscribed to U S WEST Voice Messaging as a result of PTX?
 - You didn't have to subscribe to use PTX, so what encouraged you to subscribe?
- NON-VMS Were there times when you would have liked to have the information but decided not to call in?
 - IF YES Why, what discouraged you?
- Did you ever reply back to the teacher?
 - IF YES How often? On what occasions and why?
- How many of you were aware of the VMS functions...?
 - [3] [3] to skip to end of message
 - [#] to skip message entirely
 - [*] to exit
- REVIEW What grade did you give PTX overall?
 - Why did you give it that grade? PROBE
 - What would need to be different for PTX to get a higher grade overall?
- What benefits, if any are there to using PTX? Any others?
 - Is it important to be in contact with your child's teachers? Why?
 - How useful was the information you received?
 - What kind of information was most useful to receive? Least useful?
 - Is there any information you haven't received that you would like to?
 - What could the teacher do to make the messages more meaningful/ less of a waste of time?
 - Are there any other applications for PTX that you can think of?
- What benefits, if any are there to using VMS? Any others?
 - Are there any other benefits for the parents? The children? The teachers?

- What drawbacks or concerns, if any, are there to using PTX? Any others?
- Has the interaction between you and your child changed in any way since using PTX?
 - IF YES How has it changed?
- Has the interaction between you and your child's teacher changed in any way since using PTX?
 - IF YES How has it changed?
 - Did you see any changes in your child's performance or not? IF YES How?
- REVIEW What grade did you give PTX for ease of use? Why?
 - What would need to change for PTX to get a higher grade for ease of use?
 - Any other suggestions for improvement?
- REVIEW What grade did you give PTX for information received describing the program? Why?
 - What would need to change for PTX to get a higher grade for ease of use?
 - Any other suggestions for improvement?
- What effect, if any, did the information have on encouraging you to try PTX?
 - free installation?
 - free 30 days?
 - donation to school?
- VMS- What effect, if any, does PTX have on your continuing to subscribe to VMS?
NON-VMS What effect if any did PTX have on your subscribing to VMS?
 - What effect, if any, does it have to continuing to subscribe to VMS?
- What did you think of the service provided by U S WEST personnel?
 - What type of involvement would you like to see from them in the future?
- Do you have any other suggestions for improving the PTX service that has not already been mentioned?
- What do you think of U S WEST for offering the PTX service?
- Can you think of any other organizations that you belong to that may benefit from a voice mail network like the PTX?

Wrap up

- Any other comments?

VOICE MESSAGING

(1)

1 ..I am not a US WEST employee and I am in any way a part of the
2 development of the PTX (parent/teacher Exchange).
3

4 I was really brought as a third party just to ask questions and
5 encourage people to be very candid. As you could, we had a group
6 earlier some of them you recognized some you did not. They were
7 teachers who did have to come after school so they met them a little
8 earlier and knowing that many worked and dealt with --- we are doing a
9 teacher one as well as a parent one.
10

11 Tomorrow we will be doing the same, one more group of teachers and
12 parents. It is to really get some feedback on what you think of the
13 service, what you like and just as important, what you do not like or
14 would like to see changed.
15

16 It is an opportunity to share your opinions and I encourage you all to
17 participate, not just a few. There are not wrong or right answers. I
18 will ask you a question as to what you think and I am not looking for
19 consensus; you all have different opinions, feel free to bring them
20 up.
21

22 It is intended to be an opened discussion so feel free to act to what
23 somebody else has to say. I have a little bit of an agenda to follow
24 to make sure that I c cover certain things about which we would like
25 to learn; and we will also try to keep this on schedule so we do not
26 get out too late.
27

28 I do want you to know that I am recording this; it is really to
29 facilitate note taking. So, I do not have to sit here now and take a
30 bunch of notes as we go. I will go back later and listen to the
31 audio-tape of this so that I can take notes of each of these groups
32 and I do write a report but I do not reference any individual in the
33 report at all for it is not the purpose of this type of meeting.
34

35 It is just to get an understanding and report back what I learned.
36

37 In addition to that, I do have some people from US WEST who wish to
38 observe the groups and hand and they are back behind this wall. They
39 are listening too and in fact, I just said about three minutes to get
40 mine down so I am still going down as we speak. They are here so that
41 they can observe the sessions and the process in addition to getting
42 my report.
43

44 I will check with them at the end to see if they have a last minute
45 question.
46

47 The reason we set it up this way rather than just have it in a room
48 is more for our benefit; it is less distracting. We used to do this
49 in a room where we had things on the walls and we've be taking notes
50 and you would be there sitting staring at that and they would be

Tape Transcription

VOICE MESSAGING

(2)

1 staring at you. It was distracting while we were just carrying on a
2 conversation.

3
4 I would like to have you introduce yourselves and if anybody knows
5 each other here; teachers seem to know each other because it is a
6 smaller circle but if you can tell me your name and also be curious in
7 which school district you participate. If you have a child in which
8 grade he/she is.

9
10 [REDACTED], can I pick on you first?

11
12 Sure, why not. My name is [REDACTED] and my son goes to [REDACTED] and
13 he is fourth grade.

14
15 I would also be curious is if everybody use voice messaging, is that
16 right? Some of you got it as a result of the trial. Some of you had
17 in before hand.

18
19 Not me. I got it with the trial.

20
21 My name is [REDACTED] and have a daughter in forth grade and I got
22 the voice messaging when they started it.

23
24 My name is [REDACTED] and I have a second and a first grader at [REDACTED]
25 [REDACTED] and I signed up with the school for the voice messaging. In a
26 trial basis.

27
28 I am [REDACTED] on [REDACTED] I children in fifth and sixth grades
29 and I signed up as a result of the operative from US WEST.

30
31 So you actually got it for two children there.

32
33 I am [REDACTED] and I have two children at [REDACTED] seventh and
34 second grades. I had voice messaging before.

35
36 My name is [REDACTED] and my daughter goes to [REDACTED] and I got
37 the voice messaging with the trial. My daughter is in sixth grade.

38
39 My name is [REDACTED]; I also have a daughter at [REDACTED] in fourth grade and
40 I had voice messaging before the school program.

41
42 I want to give you a chance, just like I did with the teachers to tune
43 into grace, I guess, from a parents' or teacher prospective. I would
44 like you to write down for me, just like an associated --- any
45 comments you have. How many times have you checked or called in for a
46 message on PTX, approximate.

47
48 Since we started?

49
50 No, during February.

51
Tape Transcription

VOICE MESSAGING

(3)

1 I am sorry, how many times you get a message?

2
3 Everyday. Not counting weekends.

4
5 Do you get them everyday?

6
7 Yes. Almost everyday.

8
9 Why do you not just write down how frequently.

10
11 I would like you to also give some grades here. First of all, using
12 the A. Plus, the D. Minus and the F. Grading scale, what grade would
13 you give to PTX over all. I want you to put down over all because I
14 am going to ask you some more questions.

15
16 I guess we would actually leave it at that because you did receive the
17 messages.

18
19 Let us go back here and talk about the frequency. It seems like I am
20 hearing daily, it was a word that was used by some of you. How many
21 of you receive messages daily in here.

22
23 Five, almost everyday.

24
25 No, both teachers usually drop something in the mail box once a week
26 usually on a Sunday or a Monday night. They just leave a reading of
27 the whole week's assignments. Some times I would get a little comment
28 from [REDACTED], who is a great teacher, about particular subject
29 matter that they are studying and in more detail, rather than just
30 pages.

31
32 My daughter has three other teachers, as [REDACTED] and I were talking, his
33 daughter is a sixth grader. They also have four teacher, he gets
34 messages from two of her teachers on a daily basis. I just get
35 messages from one of the teachers and we have four teachers on the
36 seventh and eighth grade and I just get the homework teacher once a
37 week.

38
39 Everybody else is virtually everyday.

40
41 I do get them everyday, except for Saturday.

42
43 What kind of messages you get.

44
45 I am [REDACTED] at [REDACTED] and actually she is--- today because
46 she goes over the whole over the whole schedule. She drops it 4:20 in
47 the morning and always in the morning and I get them before I leave
48 the school or the night before. Some times the night before for the
49 next day's work. They had assignment tests today and [REDACTED] did not
50 tell me; you know, it is one of those things that escape to mind. I

Tape Transcription

VOICE MESSAGING

(4)

1 would have not heard that message I would have not known she had to
2 study for it and she would have failed it.

3
4 Is she a second grader?

5
6 She is a first grader too and I do not get messages; hardly. She is
7 really shy, I do not think she likes it. [REDACTED] is really
8 outgoing and every time at four in the morning I have a message about
9 the whole thing that is going to happen. The special activities,
10 everything; all the way down to spelling words.

11
12 You are saying that the principal sends something?

13
14 Yes, specially on the daily message from just a good morning, how we
15 are doing for the activities we have and she would address school wide
16 activities and they have what they call an --- camp, on the side
17 program. She would call in when she went to there with daily up-dates
18 of what the children are doing from there. I said, this specially
19 daily the teacher just used it not much, just once or twice a week.
20 They only get it probably once or twice a month. Like you are saying,
21 they go as a teacher. Maybe it is fare to say that the teacher is a
22 little bit shy and hesitant to use it. She made a comment about I
23 think I figured this out and I am sorry you guys got extra messages
24 and things like that.

25
26 Were the teachers told a certain way that they should be giving
27 messages? What they should be telling the ...

28
29 I am not sure about that.

30
31 It does not seem like it.

32
33 No, they had classes where they had to learn how to do it and they
34 sat, you know, to start out.

35
36 But as far as how best to use it as a tool to communicate with us.

37
38 They were told to do a message a week and anything else.

39
40 Did any talk about what is the best kind of message. I would rather
41 have, you know, there is a religion test on Wednesday; I would rather
42 hear. This week we are studying about, you know, I do not know, a
43 Christmas story or, that is just an example. This week we talked
44 about this morality issue in school; rather than, it is important, I
45 guess to get the homework information but, I guess I am lucky my
46 seventh grader is really on top of the work and she just always has
47 her work done and she knows. You see what I mean, so what, she has it
48 written down. I rather know ... Well, it is the more important. I
49 want information on what is actually going on in the class-room.

50
51 That would be your preference on the type of messages in the system.

Tape Transcription

VOICE MESSAGING

(5)

1 Yes, it is good to know for sure what they have to do that night for
2 homework. If it is a project that they have, even for a week, I want
3 to know about it.

4
5 I would agree with that; I would like to have that but it would be
6 good enough just to have a ... They could send a letter home stating
7 all that. I am trying to push it one step further and actually get
8 them to comment on what is happening in the class-room.

9
10 Do that. I mean, this week we are going to, the teacher themselves
11 we are only getting something from once or twice a month, so it is not
12 that we do not get it. When they do is, we are going to be studying
13 this issue.

14
15 I would like to get into knowing more about what things you want to
16 see; what is most valuable, what is not? I would be curious about
17 what everybody is receiving right now, first. Any other examples of
18 what you are getting?

19
20 I get a call daily from [REDACTED]. She lets us know what the class
21 is doing, for a particular class, I think it is English. I am not
22 sure but I know she is always mostly giving assignments for the
23 children.

24
25 Is it the homework for the day?

26
27 It is school homework assignment and it is the everyday and [REDACTED]
28 [REDACTED] called at the beginning of the week and gave me a small review
29 of what they are going to do over the week. I get a call once in
30 awhile from Mr. [REDACTED]

31
32 Yes, he calls a lot on special things.

33
34 Mr. [REDACTED] is the school principal.

35
36 When channel 10 did the US WEST day on this and the parent teacher
37 exchange and voice message to let everybody know what was on that
38 channel so we could watch it. It was just a little thing but it was
39 nice to see. That kind of stuff he puts on the phone; he wants
40 everybody to know.

41
42 What kind of messages you receive? The same thing.

43
44 I get principal calls almost every morning and then, like a weekly
45 teacher message, spelling words, unit for reading, science, anything
46 different.

47 [REDACTED]
48 ?
49

1 It is mostly the principal. We hear mostly from the principal and the
2 teacher may use it; I do not think that she has called more than four
3 times.

4 Is this administration who is using this the most?
5

6 Not in my case.
7

8 For four of you.
9

10 How about the messages? have you had changed over the time the number
11 of messages you are getting. Is it the same over time or has it
12 changed, increased, decreased?
13

14 Mine has stayed the same. It is very consistent.
15

16 We are still getting very much the same number doing a couple of
17 things that have come out from school. I think the principal missed a
18 couple of days. The only big change I know is that at the very
19 beginning --- and you have tons and tons of messages from the PTA and
20 they can come on this.
21

22 I know they have dropped off some ... It is probably 30 seconds.
23 There was a period for a while were I got two or three messages on
24 there on a single day. Two from the principal, one about that task
25 and
26

27 I felt like, leave us alone. My husband said that a few times. There
28 are four messages in there.
29

30 I am finding that with the teacher into commendation night, I have
31 personally experienced it. The principal has settled down to what is
32 probably our right to give her as much credit as she has; let me learn
33 which button speeds up her voice.
34

35 You have to be ready to hear the Mickey Mouse or Mini Mouse or
36 something like that. The teacher, on the other hand, there have been
37 times when, for a report, do the list change for publish the third.
38 Well, my daughter brings it home on the tenth. Now, there is nothing
39 that needs to be a perfect situation that teach you to call and take
40 advantage and use that; it is just for things like when projects are
41 due, parents, you might want to check this because you are still
42 getting paper stuff. On one hand, the principal is very supportive of
43 their project when is good and on the other hand the teacher does not
44 seem to be using it as much as she could.
45

46 Did you say you have the shy one too?
47

48 Yes. † The last time you could hear her tone of voice was more re-
49 assured; I know that was because she practices several times.
50
51

VOICE MESSAGING

(7)

1 I wonder what they do when they do their messages, I really do;
2 because I know there is a time allotment for them to do and Mrs.
3 Mills gets there to the last beep-beep-beep, which means she has like
4 two or three more seconds or something. I always wonder what they do
5 while they are doing it.

6
7 Mine is just the same; Mrs. [REDACTED] Has slowed down a little bit. I used
8 to get an announcement was once or twice a week. She did the same
9 thing; she would get on there and just get on a roll and then she
10 would have to call again. The other thing that I found kind of
11 strange is that, she would leave these messages at 30:30 12:30 and
12 01:00 O'clock in the morning. Would say, gush, is she working hard
13 or what.

14
15 Yes, I have found messages that were put on the mail box at 2:30 in
16 the morning. They ask for us to return it. Now, that is when I come
17 up with ...

18
19 The first week I went in I went in and said, gee, you were up late
20 last night; because it was like 2:30 in the morning and Mrs. [REDACTED] was
21 like, "You will find that I am brain dead!".

22
23 At the beginning I received message, I guess this is different for us
24 because we have four different teacher for seventh and eighth grade
25 and you are the same. As I said, I am receiving messages from the
26 home-room teacher who is also the science teacher and that has been
27 all year. After Christmas, she started giving information for
28 religion as well as well as harmony teacher; for science she would
29 say, if you are not in home-room and no one listened to the religion
30 message you can press three-three. She started out after Christmas.

31
32
33 Then, I had the idea that, well, maybe the other three teachers should
34 be messaging me too because I never find out what is going on in math
35 or social studies or English; I am just getting religion and science
36 from one room-teacher. I would like to hear from the other teachers.
37 I think they should air more on the side too much.

38
39 Really? Who else feel like that.

40
41 I am very thankful. Some times I get kind of turned out think, oh my
42 gush, here we go again. I am now very thankful; I know what is going
43 on from 8:00 or 10:00 in the morning till 3)00 O'clock in the
44 afternoon.

45
46 So you like getting the information.

47
48 Oh yes.

49
50 We really have more information. Usually our messages come between
51 six and seven in the morning and I am at work at that time. For,

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1 while I am doing my work on the PC I put my office phone on the
2 speaker and I just play that and if it sound like she is mumbling I
3 just double click on the six to get around through to something I
4 might and slow it down and back it up. You know, at least I know what
5 is going on.

6
7 I think it helps. I check messages frequently because I think it is
8 feedback for them and it makes the lines more opened and you are more
9 likely to communicate a small message that you do not want to bother
10 to send.

11
12 How often have responded to a message?

13
14 I usually send a send a message back. I only hear from, well, the
15 science seventh grade teacher and I probably send her 85 of the time.
16 I send her questions and some times I say thanks for the message.

17
18 Does anybody else reply?

19
20 Not all the time. I think the teachers appreciate that too; because I
21 got a message back from something I left her. Right before the
22 holidays I sent her a message; thanks for the good work and I really
23 appreciate it. That type of message right over Christmas and she
24 answered thanking me that is nice to hear those kinds of things.
25 Teachers need to pat on the back.

26
27 Yes. I sent that message because it made me feel so good. I put
28 that on save and I just got read of it like two weeks ago. It made me
29 feel good that I made her feel good. It may sound stupid.

30
31 So, do you also reply, [REDACTED]?

32
33 I said no. I think my teachers are the exception simply because our
34 reply and request information has not counted; I have also sent
35 written notes that I have not gotten. I had to resort to phone calls
36 and say, please call me. Then, she would usually call. We play tag a
37 couple of times on the voice messaging and I said, it is really a good
38 tool. Now we essentially have the same thing we have at work and it
39 is really great. I just wished that my particular teacher would take
40 more advantage of it.

41
42 Does your daughter have other teachers or just one?

43
44 She has another one for math and I have not heard anything from her
45 yet.

46
47 So, it is selective; some teacher use it and some do not.

48
49 We have taken it a step further too. We are going to start very soon.
50 Mitsie has some first grade brownies and she realizes that could use
51 it. We both have 20 --- in our --- and that is a lot of writing and

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VOICE MESSAGING

(9)

1 copying and stuff so she started using for --- so it is wonderful. I
2 am attempting to get, because I also have 20 girls. It can be
3 expanded to a lot of ways.

4
5 You would like to be able to broadcast?

6
7 I have the brownie leader, 20 girls, and I am going to look into
8 those to whom [REDACTED] will talk to get her. The gut who came in the
9 Summer said, let us try this; they took some back and forth to get it
10 right but now it is working and she will remind the parents. That is
11 very handy for me so I am going to look into that too. It is for the
12 girl scouts.

13
14 I teach Junior grade once a week. I have 14 students and I just sent
15 a letter on Mondays and tuesdays home. I just send it with my son who
16 gets it to the teacher who passes it out. Beside it being a waste of
17 paper you have to write it and pass it and hope everybody reads it.
18 Again, the people who do not have voice messaging will not get it and
19 I will have to send them a written note which they have to call and
20 get it.

21
22 Any other applications for you own purposes?

23
24 If you are on a volunteer committee it would be nice to have it to
25 leave messages to people in your committee.

26
27 It would be nice to have it available to you.

28
29 The only problem with that is that you still have to spend a certain
30 amount of paper because there are going to be people who do not have
31 voice mail and you cannot could on them to call in to get the
32 messages.

33
34 You can get a big percentage in the school if you did ... I do the
35 food --- and that would be a great idea, I am going to use it this
36 year too. I will go to ask [REDACTED] to use his, the principal and say,
37 this is what I want and do not know the percentage at [REDACTED], I
38 think it is very high; it would get to a lot of people.

39
40 That was helpful. He used around the option. He was trying to find
41 something, he said he would need such and such --- and he left a
42 message saying that and that was really helpful.

43
44 When you talk to the principal, did somebody talk to him about the
45 message?

46
47 Somebody did; they were looking for some item for the carnival. I
48 think it has really played big at [REDACTED]. They have had other
49 carnivals; the second year in a row. He voice mailed everybody and
50 that was the biggest turn out we have had. People are reminded that

Tape Transcription

VOICE MESSAGING

(10)

1 it is Carnival so I think there are a lot more avenues to follow with
2 this thing. With the scouts, the volunteer groups.

3
4 Well, everybody here has voice messaging. We will be doing a non
5 voice massaging group as well. Most of you in here had gotten voice
6 messaging as a result of the trial in here. What encouraged you to do
7 that. You did not need to do that.

8
9 It was free and it was a fund raiser for the school.

10
11 We had an answering machine at home so it worked just fine.

12
13 We are supporting the school.

14
15 Had it not had the fund raiser, would you have done it.

16
17 I do not think so.

18
19 Maybe if we just got a letter that said, you can have voice messaging
20 for 30 days free ... Is that what you are asking was?

21
22 I would not have done it.

23
24 The fund raising really had a big impact.

25
26 Well, it was to support the school too. The school was really into it
27 and had big ideas for it. As I said, it can really go a lot of
28 places. I think it was the fact that it was a freely to try so we are
29 not really committing yet. You were helping the school by doing that
30 and you are giving your support to the school to try it for the
31 teachers.

32
33 But, if it was just a freely and no fund raiser portion, you would
34 have said no?

35
36 Yes.

37
38 Any other replying back. The three of you replied back just to
39 school. How would were you aware of some of the voice messaging
40 functions like three-three to skip to the end of the message?

41
42 I just used three once just to kind skip along.

43
44 Did you know that you can move along with the three? Anybody who who
45 did not know that?

46
47
48 I did not. I just heard people say, I just skipped to the end.

49
50 Three to the end and one to back up a little.

51
Tape Transcription

1 Now, if you do one-one you are back at the beginning. Four is to slow
2 it down. You have your speed controls, you have your positioning in
3 there.

4 [REDACTED], which is the one to get it talking faster?

6 Six.

8 How many did know that one?

10 I did not know.

12 There is a lot of stuff I did not know from the application at school;
13 I had to use my own voice messaging to learn on my own. Plus I have
14 some stuff at work and when I get running out of messages or people
15 talk too soft it is very useful. I usually experiment with it at the
16 school exchange and it works there too.

18 Do you know how to skip a message?

20 You press the pound sign during the middle of the message or when it
21 begins.

23 That is helpful because some times I call and pick my phone and there
24 is a message from the teacher and it is so long message; I want to
25 listen to it but not right now. So you just press pound and it will
26 go to the next message.

28 I think you still need the indicator on the phone, the intermittent
29 dial tone. I think if you hit pound you skip it but still, there is a
30 way that if you do not take any action on the message and just listen
31 part of it, it will skip it but it will still leave the intermittent
32 part of it.

34 I think if you hang up and do not do anything it will still leave the
35 intermittent.

37 Your phone does not go bee-bee-bee, but the message is still there.

39 It is not the broken dial town; if you pick it right; but if you wait
40 you get the.

42 I have to find out. How many knew about the pound sign?

44 Three of us did.

46 That is okay. Still it is just what you are getting used to using.

48 Star to get out to exit; everybody knows that.

50 Okay, you are writing this down.

51 Tape Transcription

1 I do not know; I am embarrassed to say. I got the phone book out last
2 night or the day before yesterday to get in there and find out how to
3 make the number of rings change. We had a recording and I do book-
4 keeping business out of my home so I kept my own machine on and just
5 used the voice message the first two months of better for the teacher.
6 Only if I was on another line it would kick into voice messaging; of
7 course my recorder would pick it up and our recorder just broke two
8 weeks ago and my husband said, you need to change the number of rings
9 because it is like seven rings and people hang up. So we wanted it to
10 kick back and I could not find anywhere to do that. So, I finally
11 called the office Monday morning and they said that they were going to
12 try to make that available to us to do us as an option. That is not
13 said on the phone book. It does not say anywhere, yellow or white
14 pages, if you need your rings changed, call us. That was very
15 frustrating.

16
17 There is a little brochure at home.

18
19 I could not find it this weekend.

20
21 So, six makes it talk faster, four makes it talk slower; like if you
22 want to write numbers down. This is while they are talking, not at
23 the end of the message.

24
25 I did not know that either. I just knew three and one.

26
27 Okay. Let us talk about the grade over all. What grade would you
28 give to PTX.

29
30 A. A. Minus.

31
32 I gave it a B., Not for the product itself but for my own personal
33 use. Quite frankly, one of the --- that came up, I called up to see
34 if there was going to be an available feature because, as much as I
35 have gotten a little bit of information from the principal, it was not
36 enough to meeting the needs as far as teacher communication goes. I
37 would have discontinued it if I had to pay for it, considering the
38 response I got from the teacher. I said school information, we get a
39 weekly newsletter that comes out and tells me school wise stuff and I
40 wished I could find out school wise things like the carnivals and the
41 sales and also stuff. If I get it three days later in the voice mail,
42 that is no big deal. I would really like to hear more from the
43 teacher. I do not want to know, yes, this is [REDACTED] spelling list
44 for tonight, she has to study That is too much detail and to go
45 to school --- that is my schedule such it is some times. You get home
46 from work, I take her over to a friend of mine to watch her; as soon
47 as I left there I came over here, I go back and pick her at 8:30 and
48 I have not had any time to call and see if she has something to do.
49 The information about what it is happening ... That is fine.

1 I think that places a lot on what he said. I am very thrill because I
2 had such good luck, where I can see his point and I know it should not
3 reflect on US WEST but it does because that is to which you are
4 relating it.

5
6 You see, I would not put it that far. I would say, it reflects on the
7 teacher parent exchange because I had voice messaging and since I
8 found this available I thought it was great, I signed up and no
9 questions asked. I am paying for a big answering machine but it gives
10 features that there is no way I would get anywhere else. I work a lot
11 on computers and if someone is trying to reach me I have family all
12 across the United States, they can leave a message and that is why I
13 wanted it. When I get done I can check the messages.

14
15 You like the product itself.

16
17 That is why I gave it A. Minus. I think that there should be, I do
18 not know if there is already= some sort of teacher support program
19 developed which teachers can use. I would like to see teachers
20 focused on probably two or three student a week, make some notes and
21 leaving you a message on Friday afternoon saying, I saw your child
22 really make a break breakthrough in science. Maybe some positive
23 message about what is going on in that classroom. I saw your child
24 say something kind to another friend. It may sound like trivial
25 things but this is what is important to parents. The homework
26 alignments are important, as I said, I am lucky I two children who are
27 very good about that.

28
29 That is not an issue for you.

30
31 It is not a non issue. I wanted to be there but that is kind of all I
32 am seeing and I think it can be so much more. There is so many walls
33 thrown up between parents and teachers and this is one way to break
34 them down. It is a need high-tech way. I threw my answering machine
35 away along time ago.

36
37 Something I like about the system is the exchange. I do not like the
38 call \waiting. If you are on the phone and you have somebody on hold,
39 if somebody calls you like long distance, they know to let it ring
40 three times and hang up. If both lines are busy it goes right into
41 voice messaging. It is not a big deal but you know. Inhere is
42 probably nothing they can do but it would be nice if they somehow
43 could make it ring three times of whatever. .

44
45 My husband says, you changed that, did you not. Yes. He goes, We
46 better change it again because it just rang once. He thought that was
47 how short you could do it.

48
49 That is really neat; once people find out you have voice mail, they
50 just get that one ring and they know you are on the phone and they
51 know you are home and that is fine.

Tape Transcription

VOICE MESSAGING

(14)

1 I do not know can get used to answering machines.

2
3 Do you like voice messaging?

4
5 A lot. I do not like call-waiting personally because it makes me
6 interrupt one call and I just like to take the calls as they come.

7
8 Did most of you have an answering machine before this.

9
10 Yes.

11
12 Any other benefits with voice messaging you can mention?

13
14 I like the time of day thing.

15
16 My children just figured it out at home. If I am not home and they
17 are, and they want to go somewhere, usually it range, yes, you can go
18 to your friend's house if I am not home, it is okay. Leave me a note.
19 Now they call and they leave it on the home so when I get home I check
20 personally and there is their voice on the phone telling me where they
21 are.

22
23 I have a question to which I hope you have an answer. I while ago
24 they had a memo, if you call there, they call it memo. I thought when
25 we went to PTX you supposedly toss that.

26
27 That is another way. They have not yet described the other way to do
28 it.

29
30 The way I had done it when I have had the need for it.

31
32 It sounds like the same thing.

33
34 I like the access to it when I am on vacation, I can go out and call
35 the machine.

36
37 I know the machine had the capability but I never used it. If you
38 remember the code if fine but if you forget them ...

39
40 You can call and just dial a regular number.

41
42 I like to be able to answer the teacher back. Some times I get on
43 this by accident, I am not sure how to get to it but you can get
44 confirmation, request confirmation and I like that because I do know
45 when they got the message.

46
47 If you wait for all the options I think if you press zero it gives you
48 more options and usually if you do not know where it is you do not
49 have to press zero, just press three and your request confirmation is
50 there.

51
Tape Transcription

1 It is nice to know when they get it and if they get it you can hold
2 accountable for something. We know they got it.

3
4 Some of you gave it and A. May I ask for an over all grade and why?

5
6 I guess it was just for the product. The fact that they have a good
7 tool that the schools should use.

8
9 You do like the idea?

10
11 Oh yes.

12
13 Except for the one on ---, I do not want to think about it. Other
14 than that, there are not disadvantage. I would say, the messages
15 might get a little lengthy but I rather them to be lengthy than non at
16 all.

17
18 The medium itself I am hearing you definitely like it. You like the
19 link between you and the school.

20
21 Did you just test this in the private market?

22
23 It was done in most private sector.

24
25 I am going to back and say that the product gets and A. From me too.
26 It is just the application and the usage of it.

27
28 So you want to hear more about in general, what they are teaching. It
29 is not just homework.

30
31 It does not have to be specific, just general things. In my case, if
32 it is important enough for a teacher to write my a note on a sheet of
33 paper, if something happens, it seems like it would be easier to use
34 this because, strangely enough, if I get this homework message, I may
35 see, I may not see it until Friday and you lost it, I forgot it. I
36 cannot respond to it or do anything about it if I do not know.

37
38 So, the types of communication you get is written. You just assume
39 to get it through this.

40
41 Definitely because then I can reply and we can start going back and
42 forward and ex exchange information and it can be done at our
43 convenience. Teachers are always busy.

44
45 If there is a major project that is due; you can do it for months and
46 months. Everybody remembers the portion due on thursday. N then on
47 Monday.

48
49 We will be starting a unit on astronomy, if you have any topics I
50 would like to know.

1 We need parent drivers, we need hosts for a field trip. Why is it
2 that she sends me a sheet of paper which may or not come in the back-
3 pack.

4
5 You may not check your voice message.

6
7 That is true; I mean, for those who do ... It would be fine. From
8 what I understand, it is like the other master division, they do not
9 have to dial 30 different number to go through a distribution list.

10
11 Is there any information that is not useful. Something you would say,
12 just do not bother me with this!

13
14 Some times it gets repetitive because you know certain days are
15 scheduled already. I rather have that than what you are all saying.
16 Everything you are asking to get I have. I rather get it and push
17 three and if it is a repeat I already know about which is better than
18 not to get it.

19
20 I know about the special project.

21
22 We have people who do not realize how much of an advantage it is to
23 use it. They might use it really well and but a whole lot of them
24 have no problem. I am not one to go and get all kinds of ---. I
25 would like to spend money on anything and do this and drop it when it
26 is done and I still have it.

27
28 Same here. I would try things.

29
30 I get my messages, I left a couple of messages, They have gotten back
31 with me and I think that is something really good that can come out of
32 this. Maybe they can get some kind of support thing like they used
33 before to show them how important it is to them. It would help
34 everybody else a lot better.

35
36 With all the features they put in the market for us to work, I am very
37 grateful. I am hearing a lot of people saying, yes, we are getting
38 all this. The thing I am seeing is that the marketing information
39 about the potential differs greatly from the application and that is
40 where the satisfaction would be. As far as the application it is good
41 and it can be used for so much more. There are things that honestly,
42 if Mrs. [REDACTED] kinder garden class is going to go to the sand box, I do
43 not care. If she speaking to a therapist I do care and if you do it
44 at a school level. Some thing are not going to pertain to you.

45
46 Is it okay?

47
48 Oh yes.

49
50 I have to tell you this. Our group went to San Diego and Mrs. [REDACTED]
51 the science teacher took her mobile with her and she called from San

1 diego when they got there on the bus and they kept singing, hI mom,
2 and all that. Later on that day, about 4:00 O'clock, she dropped a
3 message about where they are going for dinner and one of the groups
4 did not get there and, the next morning at 6:00 Am she put a message
5 in because she was not going to be able to do another one that day.
6 It is fabulous to have that. Then she called to say that the bus was
7 in Huma, it is 3:00 O'clock and they were running on time.

8
9 She is a parent, she has three.

10
11 We had the same application; with the scientist program and it was
12 great. We got here and it was okay and he was tired next day, parents
13 be ready, everyone is tired be there. Please get there; they could do
14 that when they reached a certain check point and they knew they were
15 arriving on time, it was there and I think the teachers got back
16 within five minutes.

17
18 You feel more closeness with the teacher too.

19
20 I think we are just touching. I think this can go so much more. Like
21 this.

22
23 When do you feel more closeness to the teacher.

24
25 When the teacher takes the time to point out something specific about
26 my child. That is when I think it could be really important and how
27 close. If they observe something or focus on your child or something
28 and it only takes five minutes to calls and just say, this is what I
29 noticed today; she is doing a great job, she needs to work harder.
30 Usually messages like that I always like to talk face-to-face. There
31 are, however, quickies when they could say, on the positive side and
32 it would really be nice.

33
34 So, you really like just the broadcast as well as individual things.

35
36 I get those too. Like if I go and help in the classroom to do a
37 certain thing and just different thing. Like a party, if I was really
38 involved in it; I do get personal messages from her thanking me for
39 the time put in it. Like I said, those are little, but they mean a
40 lot.

41
42 It makes you feel like you are doing something. It is appreciated.

43
44 This is the kind of thing for which this is good because this is
45 something you can do quickly. You do not have to necessarily see the
46 person face-to-face and it also saves the teacher time. If she is
47 going to home at eighth and call these six parent whose children are
48 going to take an hour an a half. If you wanted to have the exchange
49 it is quicker.
50

1 A lot of times I want to tell the teacher something for which I do not
2 really need a response; but I may go days without seeing the teacher
3 or the teacher is really busy when I do get a chance to see her and I
4 do not want to disturb her and I can just leave it on her box and say,
5 I appreciate what you did, thanks a lot.

6
7 I was thinking about what you asked earlier. I could use star and all
8 those practices. It could be put on there, specially bigger leagues.

9
10 You are touching on these thing, but that could go anywhere.

11
12 It could really go places to branch out.

13
14 Especially things like when you have a rain storm and they are telling
15 us in the morning that something has been cancelled but they will
16 still be able to do something in the afternoon. The parents could
17 call into the school to report about the status of the event.

18
19 Any other benefits? It is interesting that I have some of the
20 deficiencies. Those deficiencies you have seen from your stand point.
21 Also I have seen deficiency from the teacher stand point; they get
22 things out quicker ...

23
24 Being able to call in and report and absence.

25
26 That is really nice.

27
28 Why is that important?

29
30 You do not want to have to wait until 8:30 to call in. This way you
31 call, leave a message and you do not have to worry about it.

32
33 You just want to call some times and the phone is ringing off the hook
34 and you cannot get in at all.

35
36 You know, at 3:00 O'clock if you are not going to be able to go to
37 school, you are exhausted and from my situation, I also have the same
38 voice mail so at work. I have two calls, one the school, one at work
39 and my daughter is sick, I will not be in, she will not be there.

40
41 Yes, those things mean so much and it is so convenient and nice.

42
43 Our schools have that for the nurse already; you can always call in.

44
45 Another benefits you may remember?

46
47 It will let you do the walking; if you lost your cafeteria thing you
48 and you are wondering what it is because you do not want to make lunch
49 you can call to find out what is the trouble with the lunch. I only
50 had to do it twice, but it was nice. I could not find it.